

## ABSTRACT

An object is to provide a cell phone capable of achieving improvement in efficiency of communication and improvement in user's operability on the occasion of providing location information. A cell phone 10 has a data transmitter 101 for transmitting user data to a content delivery server 30, using a user channel, a location request part 102 for transmitting request information to request calculation of location information about the cell phone 10, to a GPS server 40 in accordance with the transmission of the user data, using a control channel, a location acquiring part 103 for acquiring the location information calculated based on the request information by the GPS server 40, using the control channel, and a location transmitter 105 for transmitting the location information to the content delivery server 30, using the control channel.